

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, September 21, 2005

1. CALL TO ORDER

Vice Chair Tony Santare called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Vice Chair Tony Santare, Secretary Betsy Gammell, Commissioner Ray Gaul, Commissioner Bill Schmitz and Commissioner Jane Sullwold. Absent: Chair Sandré Swanson and Commissioner Bob Wood. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of August 17, 2005

The following correction was made:

Item 1-A, line 4	Commissioner Sullwold was present and Commissioner Wood was absent.
Item 3-A, line 33	90' should be 90°.
Item 3-C, line 9	Cooridinator should be Coordinator.
Item 5-D, line 15	Omission of the word "to" before City Council.

The Commission approved the minutes unanimously with the aforementioned changes.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Approval of the Golf Complex Policy Board. (Action Item)

The General Manager stated that the policy board was originally slated as an Action Item at the last meeting and was changed to a discussion item. Decided at the meeting was to have the policy board in the Pro Shop instead of on the first tee of the courses so that customers can read them while checking in to play golf. The question was raised as to whether the Risk Manager has seen the policies and approves of them. The General Manager stated that he has reviewed the policies

with the Risk Manager and they are appropriate to post. It was mentioned that people might not know what the phrase “pace of play” represents. The General Manager responded that the volunteer marshals on the tee explain the pace of play policy to the customers. The General Manager also mentioned that the Complex is looking at purchasing clocks to place on the courses to help with the pace of play. The clocks will be on #1, #6, #12, and #18 of the 18 hole courses and when the golfer arrives at those holes the clock should read their tee time if they are playing at the correct pace. The suggestion was made to have a prize for golfers who play in less than 4 hours, possibly a ball marker. Also suggested was to include the phrase “keep up with the group in front of you” in the golf carts. After discussion the following changes were made to the policy board:

To make your experience enjoyable the following rules apply:

1. All players and spectators must check in at the Pro Shop before starting play.
2. Do not enter water hazards or sloughs.
3. AED Medical Response units are located at EF #9, JC #5, Pro Shop and Driving Range buildings.
4. Please cooperate with golf course marshals at all times.
5. Observe all pace of play policies. Please play “ready” golf.
6. 90-degree cart rule in effect at all times, unless otherwise specified.
7. No spectators allowed unless approved by professional staff.
8. Players under the age of 10 years must be accompanied by an adult or have approval of professional staff.
9. Golf or tennis shoes only. No multi-purpose athletic cleats allowed.
10. Proper golf attire required.
11. Please observe appropriate cell phone etiquette.
12. No coolers. Outside alcoholic beverages are prohibited.
13. Players and spectators use golf facilities at their own risk.
14. Failure to follow all the rules of this Golf Complex may result in your removal from the facilities.

The Commission approved the amended Policy Board unanimously.

3-B Approval of the Revised Golf Course Management Practice Regarding a Policy Allowing Handicap Golfers Access to Fairways in Golf Carts. (Action Item)

The General Manager reported that the original Management Practice #2 regarding the Medical/Disability Flag Access was put in place on November 9, 2004. The revision is to reflect the addition of the blue flag to identify the handicap golfers. The revised Management Practice #2 is as follows:

Purpose

The purpose of this management practice is to establish and clarify procedures regarding the use of a medical/disability flag for golf car access to the Golf Complex courses (excludes Mif Albright).

Policy

It is required that the Golf Complex provide to customers with a valid medical disabilities card a rental golf car to reasonably access the golf courses.

Procedures

- Unrestricted access when weather and/or maintenance conditions permit.
- When maintenance conditions restrict golf car access to cart paths only, customers with valid disability cards may access the golf course under the 90-degree restriction. (Drive parallel to fairways from cart paths and rough, then perpendicular across fairway to ball.)
- Recipients of Medical/Disability flags will be identified by staff writing the word “medical” on the golf car liability acceptance form and the golf car windshield. Recipients will also be issued a blue flag to be attached to the golf car.
- When it is no longer safe to traverse fairways, areas near sloughs, lakes, tees, and green banks due to inclement weather conditions, no access to fairways will be permitted.

The Commission approved the amended the Management Practice #2 unanimously.

4. ORAL REPORTS

- 4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that the Complex recently hosted a Taylor Made Demo Day at the Driving Range that went very well. Ken Jones is conducting free instruction clinics every Thursday morning for the Alameda Women’s Golf Club. Also reported was that on Sunday, September 26, 2005 the range balls will be replaced with new ones.

- 4-B General Manager Dana Banke’s report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that he has been given authorization to hire employees that are 16 years old. Employees previously had to be 18 years old. The Request for Proposals (RFP) for the Restaurant Services was completed and 19 RFPs were sent out. The General Manager has spoken to many of the recipients. The team consisting of Chair Swanson, Commissioner Gammell and Commissioner Sullwold will review the proposals along with the General Manager to decide which one is best for the facility taking into consideration various criteria. Once the proposals have been reviewed and ranked the General Manager will meet with the City Attorney to negotiate with the concessionaire. The General Manager met with the General Manager of Alameda Power and Telecom, Val Fong to discuss producing and running some commercials on various cable channels. The General Manager will be meeting with Dan Bieber of Sports Restaurant, Inc. to go over the particulars of winding down their contract and vacating the premises.

4-D Beautification Program by Mrs. Norma Arnerich.

No report given.

5. COMMISSIONERS' REPORTS

5-A Marketing and Promotions, Secretary Gammell.

Commissioner Gammell reported that Ken Jones started the Ladies Clinics on Thursday mornings before the weekly tournament. Although the participation is low it should pick up. The ladies are very happy about the two for one coupon that was sent to the membership recently. New promotions being considered for the winter months include offering monthly ticket holders the option to hit a bucket of balls instead of golfing during inclement weather.

5-B Golf Complex Financial Report, Commissioner Gaul

Commissioner Gaul reported that the rounds on the Mif Albright Course were down 22% from last month. Commissioner Gaul thanked the Maintenance Crew for fixing the rubber on the bridge on #5 of the Earl Fry Course. The suggestion was made to contact past tournament groups to encourage them to reserve times for next year. Also mentioned was the possibility of renting a corporate tent to set up for large events to accommodate their banquet on site.

5-C Men's and Senior Club Liaison, Vice Chair Santare.

Vice Chair Santare reported that he attended the Chuck Corica Senior Golf

Club Board of Directors meeting on August 18, 2005. The meeting consisted of the nominations for 2006. The nominees were President-George Humphreys, Secretary/Handicap Chairman-Marty Martinez, Treasurer-Ralph Bertelsen and Director of Weekly and Tournament play-George Newkirk. The ballots were sent to the membership on August 28, 2005. Other items discussed were the tournament format and revisions to the by laws. Commissioner Santare also attended the Alameda Golf Club general meeting on August 30, 2005 at the Chuck Corica Golf Complex. The meeting included the results of the putting tournament and club news. Also discussed were the Alameda Point Golf Project and the Front Entry/Tower Project. A representative from the Golden State Warriors stating that the Men's Club could qualify for group discount tickets to the basketball games.

5-D New Clubhouse Project, Commissioner Schmitz.

Commissioner Schmitz reported that the next step in the project is the completion of the Financial Projection Report from John Ritchie, CPA. The report will not be distributed in DRAFT form and will not be presented until it is completed. The General Manager reported that he is looking at ways to increase revenue while cutting expenditures to pay the debt service. Some of the ideas being considered are increasing fees and reducing the amount contributed to the General Fund yearly. Should the report show no changes in the revenue and expenditures over the next 5 years it would show no way to repay the debt. The final report will include suggestions and projections with changes to the fee structure and expenditures. Also reported, the proposals for the Phase I and Phase II Environmental Report have been received and work on that should start soon.

5-E Maintenance, Buildings, Security, Albright Course and Driving Range, Commissioner Sullwold.

Commissioner Sullwold complimented the Maintenance Crew for the repair on the bridge on #5 of the Earl Fry Course. She inquired on the status of the men's restroom on #9 of the Earl Fry Course. The restroom is tied into a clogged sewer pipe and numerous attempts to clear it have been made but it continues to clog.

5-F City Council and Government Liaison, Chair Swanson.

No report given.

5-G Front Entrance Beautification Project, Commissioner Wood.

Commissioner Wood reported that he is moving forward with plans for the

Fire Tower. He toured the building recently and found it structurally sound, although there are windows stuck open that need to be closed due to potential moisture damage.

5-H Golf Complex Restaurant Report, Legends & Heroes.

No report given.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

No report given.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for August 2005 of \$16,219. The year-to-date total to the General Fund is \$36,637 for the fiscal year 2005/2006.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:27 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.